

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Resume
A 281,3919
M34

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

DEC 1 - 1964

CURRENT SERIAL RECORDS

1965

ACREAGE -
MARKETING
GUIDES

SPRING
VEGETABLES AND
MELONS



F O R E W O R D

Prices guide the production of nearly all commodities. But the way in which this occurs often differs among industries. Non-agricultural products tend to have fairly rigid prices from month to month and manufacturers respond to changes in demand by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. Such price variation has been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their production is ready for market. When they find that outlets could absorb larger quantities than are being offered, growers cannot immediately make a substantial increase in their output to take advantage of the sales opportunity. What is more, growers are often equally powerless to adjust when they find their production too large. Vegetables are usually highly perishable and cannot be held from market for long to await more opportune sales conditions. Thus, supplies are at times insufficient to satisfy market requirements and prices are high. But more frequently, market needs are exceeded and commodities are sold at distress prices.

The sheer number of vegetable producers creates difficulty in making orderly industry adjustment to changes in market requirements. However, the nature of vegetable products makes far-sighted production planning at least as necessary as for many industrial goods.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. The recommendations included in this publication are an effort by the U. S. Department of Agriculture to help growers cope with the problems of balancing the supply of each vegetable with requirements for it. Some production influences, such as extremes of the weather, refuse control. But growers have full control over their plantings. Thus they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient production to satisfy consumer needs, but insufficient to result in depressed prices.

One of the functions of the Agricultural Marketing Service of the USDA is the continuous study of markets for the various vegetables. On the basis of this study, commodity specialists develop recommendations of acreage levels which are likely to result in crops which equal market needs. In turn, these recommendations are reviewed by representatives of various other agencies in the Department who are well versed in the vegetable field. The final recommendations for 1965 spring vegetables and melons are presented in this booklet. When growers have kept acreage within the levels recommended by the Department in the past, few marketing difficulties have been encountered.

C O N T E N T S

	<u>Page</u>
1964 General Review and Recommendations for 1965	5
Demand for Vegetables in the Spring of 1965	7
Foreign Trade, Spring Vegetables	7
Processed Vegetables	10
Acreage-Marketing Guide: Summaries	12

Commodity Recommendations:

SPRING VEGETABLES

	<u>Page</u>		<u>Page</u>
Lima Beans	16	Cucumbers	33
Snap Beans	18	Eggplant	36
Broccoli	22	Lettuce	37
Cabbage	24	Onions	40
Carrots	27	Peas	44
Cauliflower	28	Green Peppers	46
Celery	29	Spinach	47
Sweet Corn	30	Tomatoes	49

SPRING MELONS

	<u>Page</u>		<u>Page</u>
Cantaloups	52	Watermelons	53

* * * * *

1965 Acreage-Marketing Guides
Spring Vegetables and Melons

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1965 acreage of celery be reduced 5 percent from the acreage planted in 1964, each grower of spring-season celery should reduce his plantings by 5 percent.

I. 1964 GENERAL REVIEW AND RECOMMENDATIONS FOR 1965

Unfavorable weather conditions may at any time abruptly alter the crop outlook for spring vegetables. Repeated instances of such problems occurred during the 1964 spring season. Low temperatures delayed early-season growth in both the West and the Southeast. Heavy rains caused considerable crop damage in Florida and in Texas later in the season. Crops in general, however, made good recovery; but aggregate production of spring vegetables in 1964 was 5 percent smaller than a year earlier.

Despite the reduction in overall tonnage, excessive production of several individual commodities resulted in serious marketing problems. Early spring onions provided perhaps the most striking example of this situation; growers increased acreage substantially, yields were high and production totaled nearly a third more than in the preceeding year. As a result, marketing outlets were flooded and prices were very low. Problems also developed for other crops from poor harvest timing. For example, early spring lettuce production was substantially below average but bunched shipments resulted in low prices to growers. In general, however, prices for most crops reflected the reduction in aggregate production. The index of prices received for all spring vegetables was 3 percent higher than in 1963 and was slightly above the 1947-49 base. The 1965 guides recommend an aggregate spring vegetable acreage 2 percent smaller than in 1964. With normal abandonment and average yields, this acreage would result in an aggregate tonnage about equal to that produced in 1964.

Melon producers also found their crops affected by unfavorable weather in the spring of 1964. Although cantaloup acreage had been increased, low temperatures in the West and heavy rains in Texas held production of that commodity nearly a fifth below the tonnage grown a year earlier. The reduced supply returned high prices to growers. Higher prices were also recorded for a reduced watermelon production in the spring of 1964. But marketing difficulties did develop late in the season, and as a result, a substantial tonnage was abandoned. The 1965 guides suggest cantaloup acreages equal to 1964 in Arizona, California and Florida. In Texas, where plantings were increased sharply in 1964, a 25 percent acreage reduction is recommended.

With average yields, these acreages would result in a spring cantaloup crop substantially larger than that harvested in 1964. The guide for watermelons calls for a 5 percent reduction in Florida acreage in 1965, with no change in California plantings. A moderately smaller supply of watermelons would improve the likelihood of market stability in 1965.

Specific planted acreage recommendations for 1965 spring vegetables and melons are as follows:

Commodity	: Percentage change from 1964 acreage
<u>Spring Vegetables</u>	<u>Percent</u>
Lima Beans	No Change
Snap Beans (early)	No Change
(mid)	No Change
(late).	No Change
Broccoli (early)	No Change
(late).	No Change
Cabbage (early)	No Change
(late).	No Change
Carrots	Minus 20
Cauliflower(early)	No Change
Celery	Minus 5
Sweet Corn (early)	No Change
(late).	No Change
Cucumbers (early)	No Change
(late).	No Change
Eggplant	No Change
Lettuce (early)	Minus 5
(late).	New Jersey: Minus 5
	All other states: No Change
Onions (early)	Minus 15
(late).	No Change
Peas (early)	No Change
Green Peppers	Plus 10
Spinach	No Change
Tomatoes (early)	No Change
(late).	No Change
<u>Spring Melons</u>	
Cantaloups	Texas: Minus 25
	All other states: No Change
Watermelons(late).	Florida: Minus 5
	California: No Change

II. DEMAND FOR VEGETABLES IN THE SPRING OF 1965

Prospective increases in output and employment point to a level of total income in the spring of 1965 around 5 percent above a year earlier. Demands are strengthening sharply in the private sector of the economy; small gains are anticipated in government expenditures for goods and services. Business expenditures for new plant and equipment in 1964 are likely to total 13 percent above a year earlier and are expected to continue at high levels through 1965. Consumer spending for goods and services in January-September was more than 6 percent above a year earlier, reflecting a continued rise in general business activity and a reduction in personal tax rates early in 1964. Rising after-tax incomes per capita and an expanding population point to further growth in the domestic market for farm products during the spring of 1965, and the demand for spring vegetables is expected to rise further from the high level of a year earlier.

III. FOREIGN TRADE, SPRING VEGETABLES

Imports: Imports of four of the six major spring-imported vegetables were up 20 to 40 percent over March-June of 1963. Watermelons and peppers were each down 10 percent. Mexico is the principal supplier of each of the six vegetables except cucumbers. With the experience gained last season, there may be a substantial increase in cucumber production in 1965.

The prospects for 1965 are for larger acreages of all vegetable crops in Mexico. Both yields and prices were good in the spring of 1964. Also, a larger share of the acreage is concentrated in the Culiacan Valley where crop damage is much less frequent than in most of the other valleys. Excessive rains damaged early plantings on the West Coast and will delay the beginning of harvest by about two weeks. This delay is minor and will have little or no effect on total plantings or production. Practically all of the tomatoes will be grown on stakes for both vine-ripened and mature-green harvest. Production is likely to be sufficient to increase exports, but market prices in the U. S. and Canada can materially affect volume.

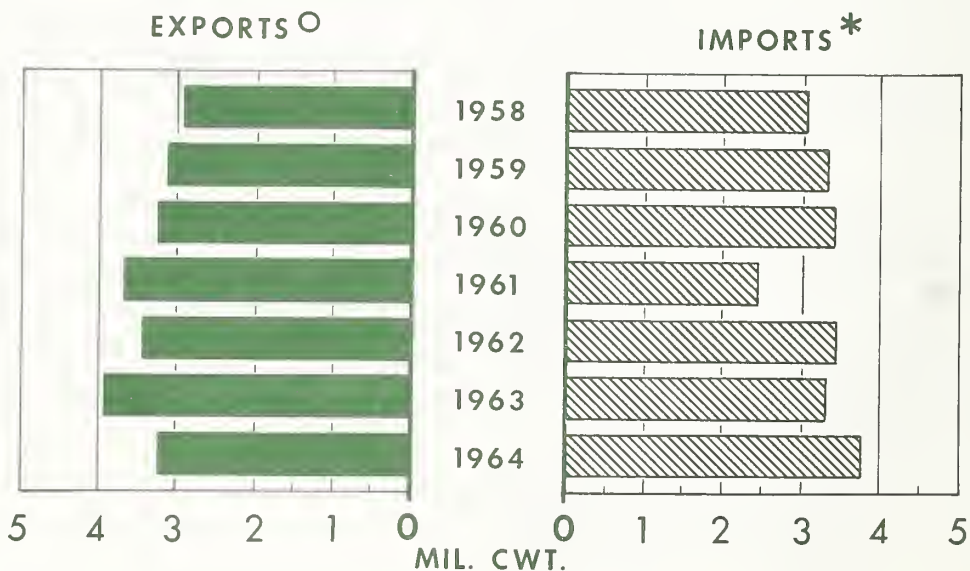
Exports: There was a sharp drop in exports of the 10 important spring vegetable crops in 1964. Total tonnage of these exports was down from 5.8 million hundredweight in 1963 to only 4.1 million hundredweight, a reduction of 30 percent. Trade with both Canada and Europe was smaller. Much of the reduction was caused by adverse weather which slowed crop growth in several major United States production areas. Except for potatoes and possibly onions, there should be a substantial increase in the volume of exports of most vegetable crops in 1965.

Spring Vegetables: Exports from United States, March through June
1964, with comparisons for 1963

Commodity	March-June 1964		March-June Total	
	Canada	Other	1964	1963
	----- 1,000 cwt. -----			
Beans, Fresh	60.6	5.2	65.8	73.3
Cabbage	373.0	3.9	376.9	366.1
Carrots	461.6	91.2	552.8	958.9
Celery	334.0	19.7	353.7	467.1
Lettuce	715.1	8.1	723.2	725.5
Onions	281.9	94.7	376.6	438.7
Peppers	54.4	9.7	64.1	62.2
Tomatoes	363.4	1.8	365.2	438.6
Watermelons	342.1	4.0	346.1	450.2
Potatoes	784.0	111.0	895.0	1837.6

Bureau of the Census.

SPRING VEGETABLE IMPORTS UP EXPORTS DOWN IN 1964



*CANTALOUPE, CUCUMBERS, ONIONS, PEPPERS, TOMATOES, WATERMELONS.

O SNAP BEANS, CABBAGE, CARROTS, CELERY, LETTUCE, ONIONS, PEPPERS, TOMATOES, WATERMELONS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 755-64 (10) AGRICULTURAL MARKETING SERVICE

SPRING VEGETABLES: Monthly Imports into the United States, 1964

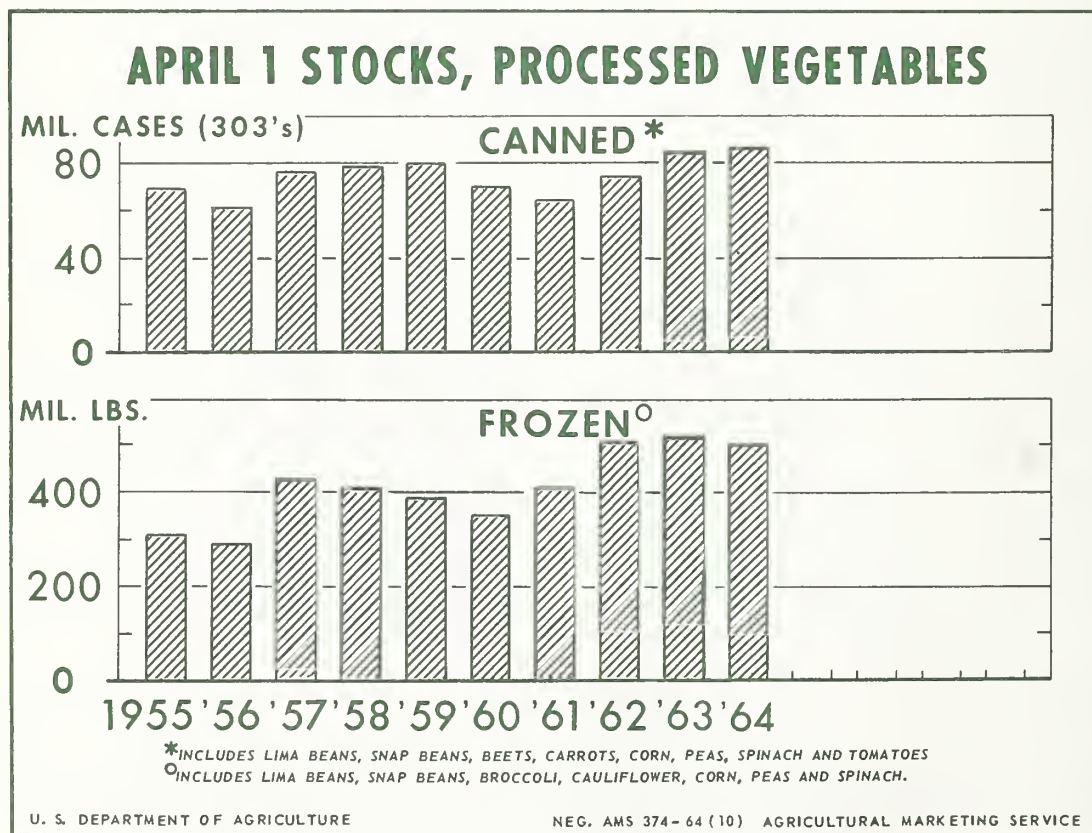
Commodity and Country of Origin	1964				March-June Total	
	March	April	May	June	1964	1963
- - - - - 1,000 hundredweight - - - - -						
<u>Cantaloups</u>						
Mexico	152.7	278.3	473.7	384.7	1289.4	1081.4
El Salvador	1.4	----	---	---	1.4	2.2
Haiti	---	.4	4.2	2.5	7.1	4.1
Total 1/	154.1	278.7	479.8	387.3	1299.9	1088.1
<u>Cucumbers</u>						
Mexico	22.0	3.7	.1	.1	25.9	47.6
Bahamas	101.6	.4	---	---	102.0	51.2
Haiti	---	---	---	---	---	5.7
Honduras	4.0	.8	---	---	4.8	5.4
Canada	4.5	3.0	---	---	7.5	6.2
Venezuela	.1	.1	---	---	.2	---
Total 1/	132.2	8.0	.1	.1	140.4	116.1
<u>Onions</u>						
Mexico	132.0	20.8	----	---	152.8	123.9
Chili	33.3	13.7	1.8	---	48.8	26.8
Italy	---	---	3.3	15.2	18.5	15.2
New Zealand	9.1	1.6	.1	---	10.8	2.6
Spain	2.5	---	---	---	2.5	---
Total 1/	176.9	36.1	5.2	15.3	233.5	168.7
<u>Peppers</u>						
Mexico	32.9	12.4	8.3	2.7	56.3	71.6
Dom. Rep.	1.3	1.4	1.3	.5	4.5	.8
Bahamas	1.1	---	---	---	1.1	---
Total 1/	35.3	13.8	9.7	3.2	62.0	72.6
<u>Tomatoes</u>						
Mexico	528.3	535.2	347.1	89.9	1500.5	1272.8
Dom. Rep.	2.3	1.2	---	---	3.5	.2
Bahamas	12.3	1.2	---	---	13.5	---
Canada	---	---	---	.5	.6	2.8
Venezuela	---	---	---	---	---	.5
Canary Is.	---	---	---	---	---	.9
Total 1/	543.2	537.6	347.1	90.4	1518.3	1277.5
<u>Watermelons</u>						
Mexico	66.9	81.0	137.9	251.1	536.9	602.9
Canada	---	---	.2	3.2	3.4	---
Total 1/	66.9	81.2	138.1	254.3	540.5	602.9

1/ May include small amounts from other areas. Bureau of the Census.

IV. PROCESSED VEGETABLES

Canned: Total canned vegetable supplies available during the 1964 spring season were large, although less than the heavy levels of a year earlier. Smaller stocks of tomato products and lima beans were principally responsible for the reduction from the levels of the preceding spring. But holdings of a number of items exceeded market needs; beets, sweet corn and catsup were in particularly heavy supply. Utilization during the spring occurred at a high rate, stimulated by low prices for several items. Aggregate carryover supplies were smaller than in 1963. Present information indicates that the total 1964 pack of canned vegetables will be moderately below a year earlier. Supplies of all items are expected to be sufficient to meet market needs. However, most of the excessive supply conditions which existed for a few commodities a year ago will be relieved.

Frozen: Utilization of frozen vegetables during the fall and winter months of the 1963-64 season was exceptionally large. Even so, carryover stocks of most items were larger than in 1963. Holdings of broccoli, cauliflower and spinach were materially larger than a year earlier, but due to substantial reductions in lima bean and sweet corn holdings, the aggregate carryover in 1964 was smaller. Despite moderately larger plantings of several major crops, a reduction in the total 1964 frozen pack is expected. In total, the volume of frozen vegetables available for 1965 spring marketing is likely to be moderately smaller than in 1964.



SUPPLIES OF CANNED AND FROZEN VEGETABLES,
MARKETING SEASON 1962-63 and 1963-64

Commodity	Total Supply		April 1 Stocks	
	1962-63	1963-64	1963	1964
- - - - Million Cases 24/303's - - - -				
<u>Canned Vegetables</u> <u>1/</u>				
Lima Beans	5.3	4.9	2.7	2.1
Snap Beans	47.5	47.2	16.2	16.6
Beets	15.5	17.2	<u>2/</u> 6.6	<u>2/</u> 8.0
Carrots	7.4	7.9	<u>2/</u> 3.3	<u>2/</u> 3.8
Sweet Corn	55.4	56.4	24.2	23.9
Green Peas	39.8	40.4	12.3	13.1
Spinach	10.0	10.8	<u>3/</u> 2.8	<u>3/</u> 3.5
Tomatoes	44.4	43.4	16.5	15.4
<u>Frozen Vegetables</u>				
		<u>Million Pounds</u>		
Lima Beans	205.4	189.2	112.3	84.2
Snap Beans	237.9	215.0	79.9	78.6
Broccoli	136.1	173.2	42.3	55.6
Cauliflower	50.8	49.9	15.9	20.1
Sweet Corn	230.1	230.4	103.4	93.6
Green Peas	443.2	443.7	129.5	123.0
Spinach	136.2	145.3	36.4	44.9

1/ Includes canners' and distributors' stocks.

2/ Interpolation

3/ March 1 stocks

National Canners Association, National Association of Frozen Food Packers,
Census Bureau, U. S. Department of Commerce and SRS, USDA.

Spring Vegetables: 1965 Planted Acreage With Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1965	: 1964	:	: 1958-62	: 1953-57	: 1964	:	: 1958-62	: 1953-57
	: Guide	: Prel.	: 1963	: Average	: Average	: Prel.	: 1963	: Average	: Average
	- - - - - 1,000 acres - - - - -					- - - - - percent - - - - -			
Beans, Lima	3.2	3.2	3.2	3.5	4.5	100	100	91	71
Beans, Snap									
Early	15.1	15.1	13.6	16.0	16.2	100	111	94	93
Mid	14.3	14.3	14.5	14.0	18.0	100	99	102	79
Late	14.9	14.9	14.0	15.3	18.5	100	106	97	81
Broccoli									
Early	11.7	11.7	13.7	12.9	12.8	100	85	91	91
Late	.3	.3	.3	.7	.8	100	100	43	38
Cabbage									
Early	12.0	12.0	13.2	14.1	19.0	100	91	85	63
Late	7.6	7.6	7.5	7.9	9.0	100	101	96	84
Carrots	2.2	2.8	2.9	2.2	4.1	80	76	100	54
Cauliflower									
Early	7.7	7.7	7.8	7.9	7.0	100	99	97	110
Celery	6.9	7.3	7.4	7.7	7.2	95	93	90	96
Corn, Sweet									
Early	45.2	45.2	46.5	40.8	37.1	100	97	111	122
Late	12.2	12.2	13.9	14.3	14.1	100	88	85	87
Cucumbers									
Early	12.2	12.2	11.6	12.1	13.3	100	105	101	92
Late	16.9	16.9	16.2	15.2	13.8	100	104	111	122
Eggplant	1.0	1.0	1.0	1.2	1.1	100	100	83	91
Lettuce									
Early	39.5	41.6	42.0	43.4	46.3	95	94	91	85
Late	6.1	6.3	5.9	6.8	8.0	97	103	90	76
Onions									
Early	23.7	27.9	24.0	28.3	41.3	85	99	84	57
Late	7.0	7.0	6.6	10.9	14.0	100	106	64	50
Peas, Green									
Early	2.2	2.2	2.2	3.6	5.0	100	100	61	44
Peppers, Green	8.2	7.5	8.4	9.1	8.7	110	98	90	94
Spinach	5.6	5.6	5.9	7.0	9.4	100	95	80	60
Tomatoes									
Early	28.3	28.3	30.1	41.7	61.1	100	94	68	46
Late	19.4	19.4	19.8	21.8	44.4	100	98	89	44
Total	323.4	330.2	332.2	358.4	434.7	98	97	90	74

Spring Vegetables: 1965 Probable Production With Comparisons

Commodity	: Production 2/					: Probable Production from			
	: 1965 : 1964 : : 1958-62 : 1953-57					: Acreage Guide as percent of:			
	: Guide 1/: Prel. : 1963 : Average : Average					: Prel. : 1963 : Average : Average			
	- - - - - 1,000 tons - - - - -					- - - - - Percent - - - - -			
Beans, Lima	3.6	3.6	3.8	3.9	5.0	97	95	92	72
Beans, Snap									
Early	25.0	26.2	21.5	25.3	24.0	95	116	99	104
Mid	17.5	15.9	17.6	17.8	19.6	110	99	98	89
Late	31.7	27.4	31.2	32.5	37.2	115	102	98	85
Broccoli									
Early	49.7	52.6	54.8	44.6	38.2	94	91	111	130
Late	1.2	1.2	1.2	3.0	3.0	104	100	40	40
Cabbage									
Early	84.2	85.0	85.0	87.2	119.1	99	99	97	71
Late	49.8	47.5	50.9	51.0	60.0	105	98	98	83
Carrots	22.4	16.1	22.4	22.2	39.2	139	100	101	57
Cauliflower									
Early	35.8	40.4	33.2	34.8	29.2	89	108	103	123
Celery	163.8	169.8	168.7	165.4	190.4	97	97	99	86
Corn, Sweet									
Early	153.8	137.7	168.3	134.2	116.6	112	91	115	132
Late	33.8	34.8	37.3	40.1	39.4	97	91	84	86
Cucumbers									
Early	50.4	61.0	57.6	46.9	47.6	83	88	107	106
Late	54.6	51.8	55.0	51.2	44.1	106	99	107	124
Eggplant	7.0	7.0	6.8	6.7	6.4	100	103	104	109
Lettuce									
Early	357.8	324.0	409.6	359.2	298.0	110	87	100	120
Late	45.6	41.9	45.0	49.6	59.7	109	101	92	76
Onions									
Early	146.1	190.6	146.9	126.7	140.0	77	99	115	104
Late	90.8	94.9	93.6	108.2	99.9	96	97	84	91
Peas, Green									
Early	4.8	5.5	4.8	6.7	8.1	86	100	72	59
Peppers, Green	37.8	38.0	40.6	30.4	26.9	99	93	124	141
Spinach	15.6	14.3	16.2	18.8	28.0	106	96	83	56
Tomatoes									
Early	171.0	158.4	166.8	189.7	196.1	108	103	90	87
Late	52.0	54.0	51.3	50.8	63.7	96	101	102	82
Total	1705.8	1700.2	1790.1	1706.9	1739.4	100	95	100	98

1/ Computed: Planted acreage guides for 1965 spring vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual tables for particulars).

Spring Melons: 1965 Acreage Guides with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	: 1965 :	1964 :	: 1958-62 :	1953-57 :	1964 :	: 1958-62 :	1953-57 :	
	: Guide:	Prel. :	: 1963 :	Average :	Average :	Prel. :	1963 :	Average :
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
			Acres					Percent
Cantaloups	37,600	41,100	33,500	32,780	47,460	91	112	115
Watermelons	67,400	70,700	77,100	85,300	107,720	95	87	79
Total	105,000	111,800	110,600	118,080	155,180	94	95	89

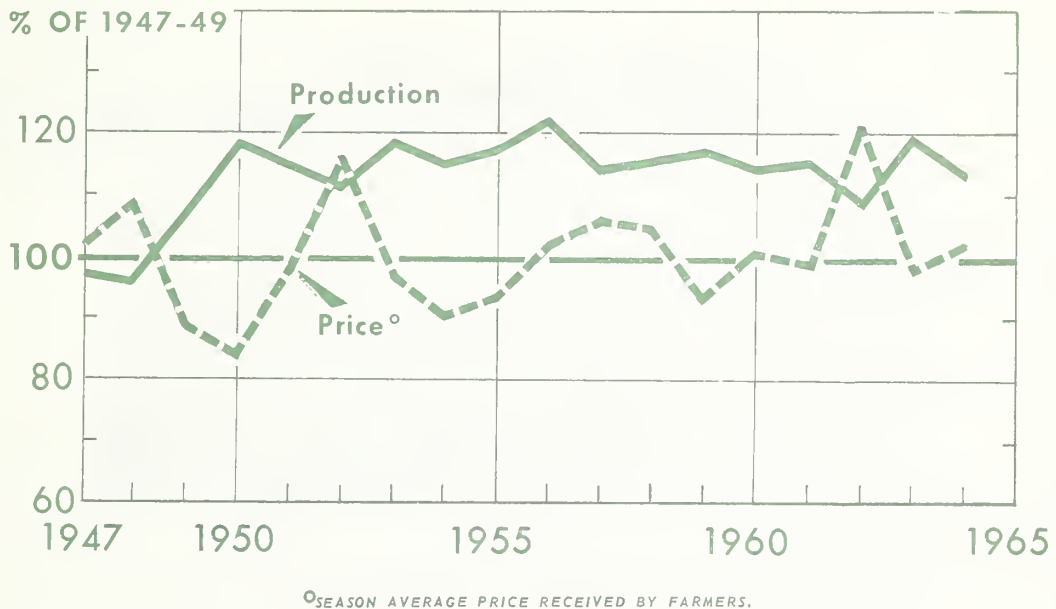
Spring Melons: 1965 Probable Production With Comparisons

Commodity	Production 2/				Probable Production from Acreage Guide as Percent of:			
	: 1965 1/ :	1964 :	: 1958-62 :	1953-57 :	1964 :	: 1958-62 :	1953-57 :	
	: Guide :	Prel. :	: 1963 :	Average :	Average :	Prel. :	1963 :	Average :
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
			Tons					Percent
Cantaloups	206,850	171,500	209,050	185,300	210,700	121	99	112
Watermelons	456,900	479,800	571,000	454,950	438,600	95	80	100
Total	663,750	651,300	780,050	640,250	649,300	102	85	104

1/ Computed: Planted acreage guide for 1965 spring melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual table for particulars)

SPRING COMMERCIAL VEGETABLES FOR FRESH MARKET



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 373-64 (10) AGRICULTURAL MARKETING SERVICE

Total 1964 spring vegetable acreage was 1 percent smaller than in 1963. Unfavorable weather occurred in most major areas; aggregate spring vegetable tonnage was 5 percent smaller than the 1963 total. Production of a few commodities proved excessive and irregular harvesting patterns created marketing problems for several others. In the aggregate, however, prices averaged 3 percent higher than in 1963. The total value of 1964 spring vegetables was 166 million dollars in comparison with 172 million a year earlier. This reduction indicated that the improvement in the general price structure was insufficient to offset the reduction in aggregate tonnage.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lima Beans

(South Carolina and Florida)

Year	:	Acreage	:	Yield	:	:	:
	:	Planted:For	:	Harvest: Per	:	Production:	Price : Value
		(acres)		(cwt.)		(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

3,200 1/ 23 71

Background Statistics

1964 Prel.	3,200	3,100	24	73	10.18	743
1963	3,200	3,100	24	75	8.41	631
1958-62 Average	3,540	3,360	23	<u>2</u> / 77	9.82	746
1953-57 "	4,520	4,380	23	<u>2</u> / 101	9.43	922

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1955, 3 in 1957, and 3 in 1958.

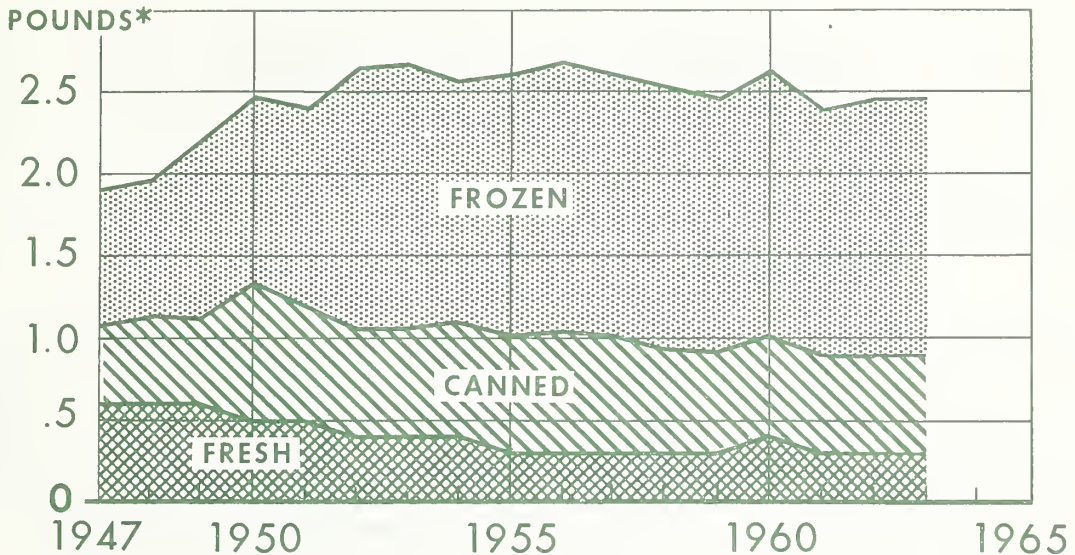
Comments: Over the past ten years, acreage reductions in Florida have accounted for practically all of the steady decline in spring plantings. In 1964, however, a 100-acre increase in Florida plantings offset an equal reduction in South Carolina. Crops in the various Florida areas developed favorably and marketings from that State followed the usual pattern. Movement from the Pompano district was largely completed by late April. The Plant City area was the main source for supplies during May; light volume from northern Florida areas began late in the month. Dry weather during June retarded crops in north Florida and in South Carolina. Yields in the latter areas were slightly less than in 1963 but quality was not seriously affected. Production was about a tenth below 1963. Prices for April-May marketings were high. In June and early July, prices were much lower but generally above year-earlier levels.

Market requirements for fresh lima beans in 1965 will probably be about equal to the amount produced in 1964. Normally, a crop of this size would result from an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production 3 percent less than in 1964.

FRESH AND PROCESSED LIMA BEANS

Trends in Per Capita Consumption



* FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 357-64(10) AGRICULTURAL MARKETING SERVICE

Per capita consumption of lima beans has been stable since 1950, holding close to two and one-half pounds annually. During the early 1950's, consumers replaced a substantial portion of their intake of fresh lima beans with the frozen product; at the same time their use of the canned form held about stable. Since 1955, however, there has been little change in the relative importance of each form.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Early Spring

(Texas and Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

15,100

1/ 37

499

Background Statistics

1964 Prel.	15,100	14,100	37	<u>2</u> / 525	9.22	4,445
1963	13,600	10,900	39	430	9.60	4,128
1958-62 Average	16,020	14,580	34	<u>2</u> / 506	9.74	4,507
1953-57 "	16,160	13,580	35	<u>2</u> / 479	9.19	4,258

1/ 1960-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 41 in 1955, 24 in 1956, 65 in 1958, 35 in 1960 and 43 in 1964.

Comments: Florida plantings were increased from 1963 and accounted for the 11 percent increase in early spring acreage. In April, it appeared that early spring production would be heavy, a fourth more than the 1958-62 average. Shipments were heavy and prices low through April as the Pompano and Dade County crops were marketed. But as central and northern Florida areas began harvest in late April, heavy rains caused considerable crop damage. Some fields were abandoned and quality was sharply lowered. The limited volume available in May sold at unusually high prices. In Texas, where much of the production was marketed in late May and early June, the marketing picture was greatly enhanced by the damage to Florida crops. The average price to Texas growers was high.

Supplies of both canned and frozen snap beans available during the 1965 spring season are expected to be adequate. Fresh market requirements can be filled with a smaller quantity of early spring beans than produced in 1964. With normal abandonment and average yields in 1965, an acreage equal to 1964 would result in a sufficient reduction.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1960-63 average yields by states, will result in a production 5 percent less than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi and Louisiana)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

14,300 1/ 25 350

Background Statistics

1964 Prel.	14,300	13,400	24	318	9.88	3,141
1963	14,500	14,100	25	351	7.85	2,756
1958-62 Average	14,000	14,000	25	356	7.55	2,690
1953-57 "	17,980	17,420	23	2/ 391	7.79	2,921

1/ 1958-62 average yield.

2/ Includes the following quantity (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1955.

Comments: Total mid-spring plantings in 1964 were little different than a year earlier. South Carolina acreage was slightly larger than in 1963, but this was more than offset by declines in Georgia, Alabama and Mississippi. Several freezes and below-average temperatures delayed production in most mid-spring areas. Earliest Louisiana crops were replanted after being frozen in February. Many South Carolina fields were replanted following the late March freeze in the Southeast. Other areas had little acreage planted by late March, when this task is usually completed. In addition, cold temperatures in Alabama and exceptionally dry weather in South Carolina prevented the development of normal yields. As a result, production was nearly a tenth less than in 1963. In addition to this reduction, a much wider than usual gap between early spring and late spring marketings contributed to the excellent 1964 market.

It is not likely that harvest timing for 1965 production will be as favorable as in 1964. Thus, with normal abandonment and average yields, an acreage equal to 1964 would provide a sufficient production increase.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production one-tenth more than in 1964 but slightly less than the 1958-62 average.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(California, Virginia, North Carolina, New Jersey and Maryland)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

14,900 1/ 43 634

Background Statistics

1964 Prel.	14,900	14,400	38	549	10.01	5,494
1963	14,000	13,700	46	624	9.79	6,112
1958-62 Average	15,260	15,080	43	650	8.34	5,398
1953-57 "	18,540	18,460	41	2/ 744	9.30	6,754

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 48 in 1955 and 12 in 1957.

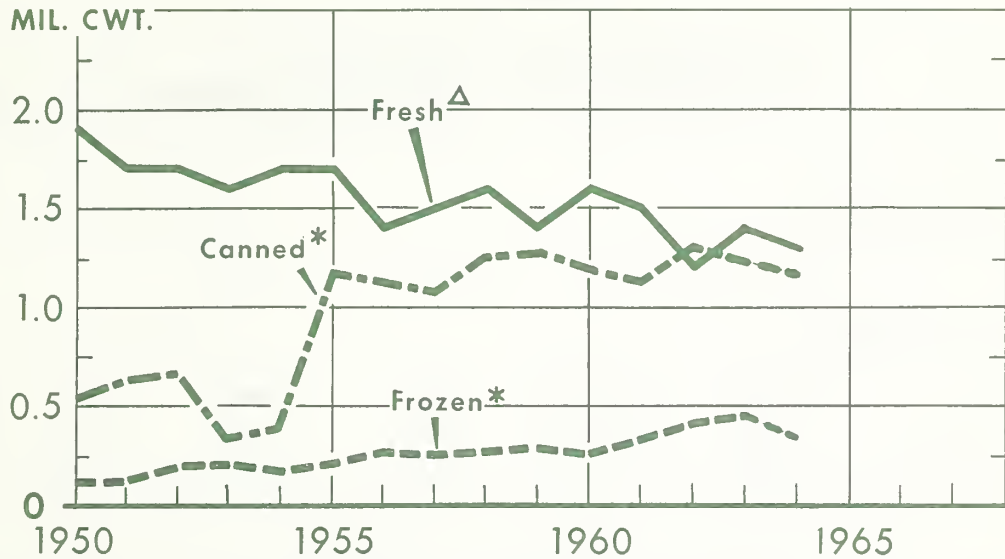
Comments: Planted acreage in 1964 was up 6 percent from 1963 with increases reported in all states except California, where plantings were moderately reduced. Despite low temperatures and heavy rains, crop prospects were generally favorable early in the season. But during June and July, conditions became increasingly dry. All eastern producing areas were affected and average yields were far less than normal. Combined production in the four East Coast states was 7 percent less than a year earlier. California crops were a little later than usual; production in the state was nearly a fourth smaller than a year earlier because of lower yields. Good harvest timing in the East added to the influence of reduced production. Prices to growers ranged from about the same to moderately above the relatively high levels of 1963.

Markets for late spring production can usually absorb substantially larger quantities than were available in 1964. However, adequate production in 1965 would result from an acreage equal to 1964 if yields are at average levels.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production 15 percent more than in 1964 but 2 percent less than the 1958-62 average.

SNAP BEAN UTILIZATION

Spring Season



* DISAPPEARANCE APRIL 1, - JUNE 30, FRESH EQUIVALENT BASIS.

△ EARLY, MID, AND LATE SPRING PRODUCTION.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 596-64 (10) AGRICULTURAL MARKETING SERVICE

Since 1950, a gradual downward trend has occurred in consumption of fresh snap beans during the spring months. This trend, however, has been more than offset by gains in the use of both canned and frozen snap beans.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	: Acreage :		Yield :	:	:	:
	: Planted:	For Harvest:	Per Acre :	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1965 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1964)	11,700		<u>1/</u> 85	994		
<u>Background Statistics</u>						
1964 Prel.	11,700	11,700	90	1,053	7.84	8,258
1963	13,700	13,700	80	1,096	7.63	8,362
1958-62 Average	12,900	12,900	69	892	7.68	6,839
1953-57 "	12,780	12,460	62	765	7.16	5,499
<u>1/ 1963-64 average yield.</u>						

Comments: California acreage of broccoli for spring harvest was reduced by 15 percent in 1964. Abnormally low temperatures further limited production during February and March and many freezers were not able to maintain normal packing schedules. But warm weather in late March, followed by favorable rains helped the crop substantially. Freezing operations continued active through April, resulting in a large pack. By May 1, holdings were 51 percent larger than in 1963. Fresh market prices reached high levels during the last week of February because of light movement from California and declining Texas volume. Through March and April, however, relatively large quantities moved to principal markets. While prices declined steadily throughout the period, they were at low levels only briefly and average returns were moderate.

Early reports indicate that fall production in California will be smaller than in 1963. Frozen stocks, however, are expected to continue plentiful during the winter months. Consequently, there appears to be no need for additional acreage in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1963-64 average yield, will result in a production 6 percent less than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Broccoli - Late Spring

(New Jersey)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)
<u>1965 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1964)	300		<u>1/</u> 82	25		
<u>Background Statistics</u>						
1964 Prel.	300	300	80	24	5.80	139
1963	300	300	80	24	6.40	154
1958-62 Average	748	742	82	61	6.90	419
1953-57 "	774	774	82	61	8.88	555
<u>1/</u> 1958-62 average yield.						

Comments: New Jersey late spring broccoli acreage in 1964 was unchanged from the level of a year earlier. Use of irrigation facilities helped to alleviate dry conditions which persisted during May and June; yield per acre was only slightly below average. Production was equal to the preceding year but nearly two-thirds less than the 1958-62 average. Fresh market unloads from late spring sources were extremely light. But supplies available from other producing areas adequately supplied needs during the period. The average price for 1964 production was slightly less than in 1963 when a large portion of the crop was sold to freezers.

Outlets for marketing late spring production will continue limited in 1965. Frozen supplies available during the marketing period are expected to be at least moderately larger than in 1965. Furthermore, California can be expected to continue to supply a major portion of total fresh market needs.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1958-62 average yield, will result in a production 4 percent more than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	: Per Acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

12,050 1/ 144 1,683

Background Statistics

1964 Prel.	12,050	11,650	146	2/ 1,700	1.94	3,265
1963	13,150	12,100	140	1,700	2.06	3,507
1958-62 Average	14,140	13,640	128	2/ 1,743	2.39	4,047
1953-57 "	18,950	18,790	127	2/ 2,382	1.56	3,449

1/ 1962-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958, 60 in 1959, 60 in 1961 and 20 in 1964.

Comments: The downward trend in early spring acreage resumed in 1964 as growers in Georgia, Louisiana and California reduced plantings below the levels of the preceding year. Cold, wet weather in some of the southern states reduced stands during the early part of the growing season, but crops subsequently made good growth in most areas. The average yield for the seasonal group was high, and production equalled that of the preceding year despite the acreage reduction. In Georgia, harvest did not get underway until mid-April, about two weeks later than usual. Both Georgia and Mississippi shipped heavy volume in competition with states farther north, and prices to growers in these areas suffered from the overlap. In the other early spring states, however, moderate prices were recorded.

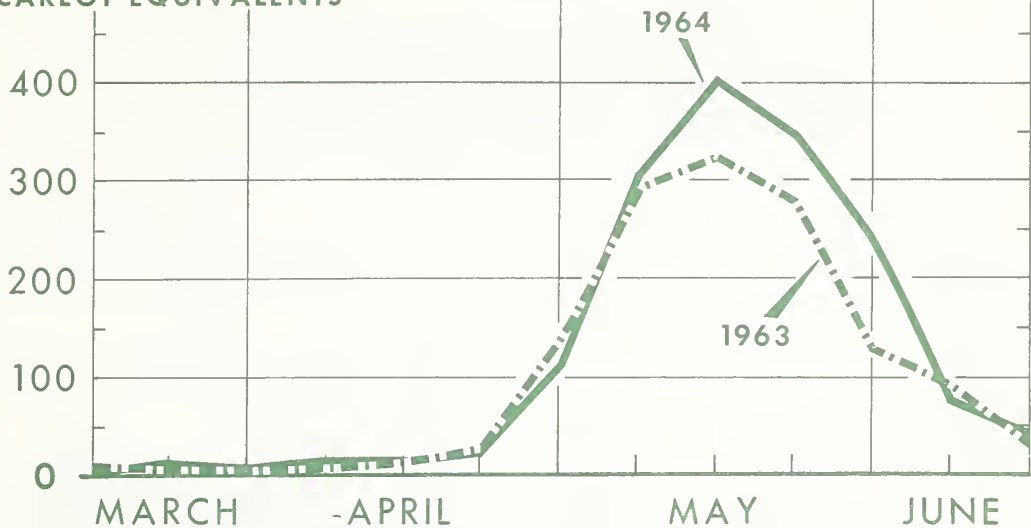
Harvest timing will continue to be an important influence on the market for early spring cabbage. Under normal conditions in 1965, there should be a market for a crop about as large as that grown in 1964. With average yields, an acreage equal to 1964 would be sufficient.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 1 percent smaller than in 1964.

EARLY SPRING CABBAGE SUPPLIES

Unloads at 41 Cities

CARLOT EQUIVALENTS*



*TOTAL U. S., RAIL AND TRUCK FROM ALA., GA., LA., MISS. AND S. C.

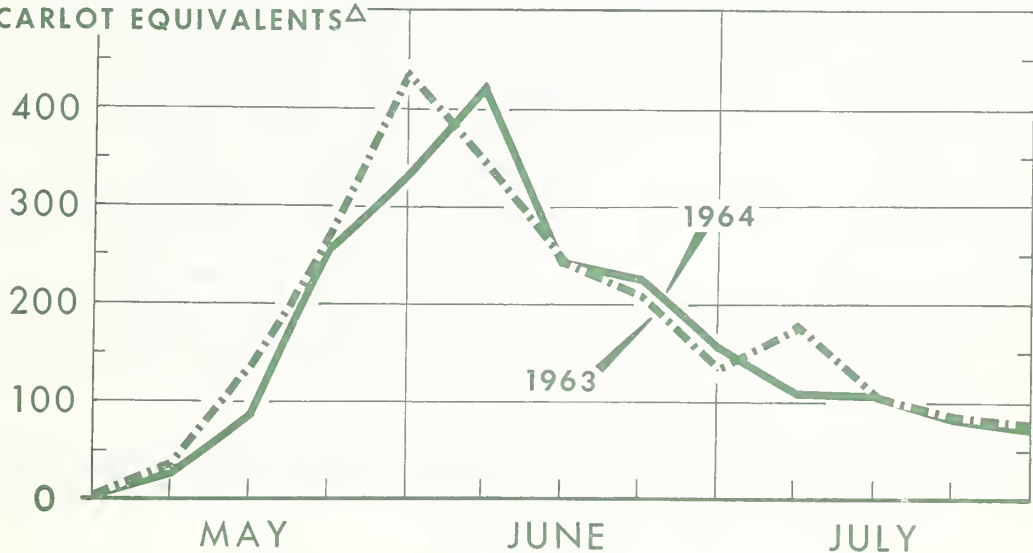
U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 751-64 (10) AGRICULTURAL MARKETING SERVICE

LATE SPRING CABBAGE SUPPLIES

Unloads at 41 Cities

CARLOT EQUIVALENTS Δ



Δ TOTAL U. S., RAIL AND TRUCK FROM MD., MO., N. C., OHIO, TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 750-64 (10) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

7,550 1/ 136 996

Background Statistics

1964 Prel.	7,550	7,030	135	2/ 950	2.83	2,448
1963	7,500	7,200	141	2/ 1,017	1.83	1,678
1958-62 Average	7,850	7,560	135	2/ 1,019	2.19	2,098
1953-57 "	9,040	8,840	136	2/ 1,200	2.01	2,263

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 74 in 1953, 168 in 1954, 120 in 1955, 140 in 1958, 60 in 1959, 42 in 1960, 49 in 1962, 100 in 1963 and 85 in 1964.

Comments: Late spring cabbage acreage in 1964 was slightly higher than a year earlier as an increase in North Carolina plantings more than offset a reduction in Ohio. Cold, wet weather delayed field preparation and transplanting in several areas; late April frosts in Ohio interfered with head development and dry weather during May affected North Carolina and Tennessee crops. Thus, while moderate yields were attained, they fell short of the high levels recorded a year earlier. The weather-induced delays, however, helped to minimize overlap with early spring shipments. North Carolina harvest increased gradually during May, but did not reach top volume until late in the month. None of the other late spring states reached peak shipping rates until June. Some price decline occurred in June, as supplies became available from wide-spread areas. But for the group, average prices were the highest recorded since 1952.

Harvest timing in 1965 may be less favorable than in 1964. Nevertheless, growers should be able to successfully market the crop from an acreage equal to that planted in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 5 percent larger than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Carrots

(Arizona)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest: Per Acre	:Production: Price	: Value			
	(acres)	(cwt.) (1,000 cwt.)	(\$ per cwt.)	(\$1,000)		

1965 Acreage Guide and
Probable Production

(planted acreage 20 percent
smaller than in 1964) 2,200

1/ 203

447

Background Statistics

1964 Prel.	2,800	2,800	115	322	5.00	1,610
1963	2,900	2,800	160	448	4.50	2,016
1958-62 Average	2,220	2,140	203	<u>2/</u> 444	4.90	2,114
1953-57 "	4,140	4,100	192	<u>2/</u> 783	4.67	3,407

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 56 in 1953, 65 in 1954, 135 in 1955 and 100 in 1960.

Comments: Arizona growers reduced acreage moderately for 1964 harvest. Pulling of the early crop got underway in the Salt River Valley in early December and shipments increased steadily to a peak in late January. Prices declined gradually during this period, but averaged moderate. Shipments fell sharply in February and were very light in March and April. During these months, competition from the large Texas winter crop was intensive. Furthermore, cold weather in January and February affected development of late-season acreage. Arizona shipments did not again reach moderate levels until late May; the late season peak occurred in mid-June. Moderate prices were recorded during this period. Even so, returns per acre were low. Average yields were sharply below 1963 and were less than three-fifths of the 1958-62 average.

Unfavorable weather contributed to the disappointing 1964 marketing season, but heavy competition from other areas continued as an important influence on market conditions for the Arizona crop. Normally, Arizona growers can successfully market a crop about equal to their average production of the late 1950's and early 1960's. With average yields, this quantity can be grown on a substantially smaller acreage than that planted in 1964.

1965 Guide: The 1965 guide is a planted acreage 20 percent less than in 1964. Such an acreage, with no abandonment and a 1961-63 average yield, will result in a production 39 percent larger than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cauliflower - Early Spring

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

7,700

1/ 93

716

Background Statistics

1964 Prel.	7,700	7,700	105	808	8.57	6,921
1963	7,800	7,800	85	663	9.09	6,029
1958-62 Average	7,920	7,820	89	695	6.48	4,447
1953-57 "	7,040	6,800	86	585	5.98	3,499

1/ 1960-64 average yield.

Comments: Early in the 1964 season, it appeared that production of early spring cauliflower would be the smallest in recent years, as cold weather hampered crop development. Sizes were small as harvesting began, although quality in both the Santa Maria and Salinas areas was good. But conditions improved substantially after mid-March; production totaled more than a third larger than February prospects and one-fifth larger than in 1963. Shipping point prices dipped sharply in late March as volume from the Irvington district reached peak proportions. But even at that time, prices were moderate.

Stocks of frozen cauliflower were relatively large in the early fall months, and the fall pack may substantially increase inventories. Nevertheless, markets should be able to readily absorb the supplies that would be available from an early spring acreage as large as in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 11 percent less than in 1964 but 3 percent more than the 1958-62 average.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Celery

(Florida and California)

Year	Acreage		Yield	:	:	:	:
	Planted:	For Harvest:					
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964) 6,900

1/ 478

3,277

Background Statistics

1964 Prel.	7,300	7,200	472	<u>2/</u>	3,395	3.88	12,579
1963	7,400	7,300	462	<u>2/</u>	3,373	3.35	11,012
1958-62 Average	7,680	7,400	449	<u>2/</u>	3,308	4.36	13,831
1953-57 "	7,160	6,920	551	<u>2/</u>	3,807	3.70	13,644

1/ 1961-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956, 334 in 1959, 103 in 1961, 90 in 1963 and 150 in 1964.

Comments: California growers increased acreage slightly in 1964. But due to cold, dry weather, yields per acre dropped below average, and production was down slightly from 1963. In Florida, a relatively high yield per acre more than offset a slight planting reduction, and production was 5 percent above 1963. The total spring tonnage in 1964 was slightly more than the moderate output of a year earlier. Shipments from California were relatively light throughout the season. With lessened competition from that source, shipments from Florida were maintained at high levels throughout the spring. A small portion of the Florida crop was not marketed because hot weather affected the quality of stalks. Market prices declined seasonally during April, but stabilized in May, and held in a moderate range during the late spring. Growers' per acre returns in 1964 averaged 14 percent above 1963.

Adverse weather, which reduced yields and influenced harvest timing, had an important bearing on market response in 1964. Assuming normal weather patterns in 1965, a moderate reduction in acreage would improve the likelihood of a balanced production.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a production 3 percent less than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964) 45,200

1/ 75 3,075

Background Statistics

1964 Prel.	45,200	38,700	71	<u>2</u> / 2,754	4.93	13,236
1963	46,500	45,000	75	<u>2</u> / 3,366	4.54	14,249
1958-62 Average	40,800	38,300	70	<u>2</u> / 2,684	4.58	12,107
1953-57 "	37,140	32,580	72	<u>2</u> / 2,332	3.91	8,890

1/ 1961-64 average yields by states.

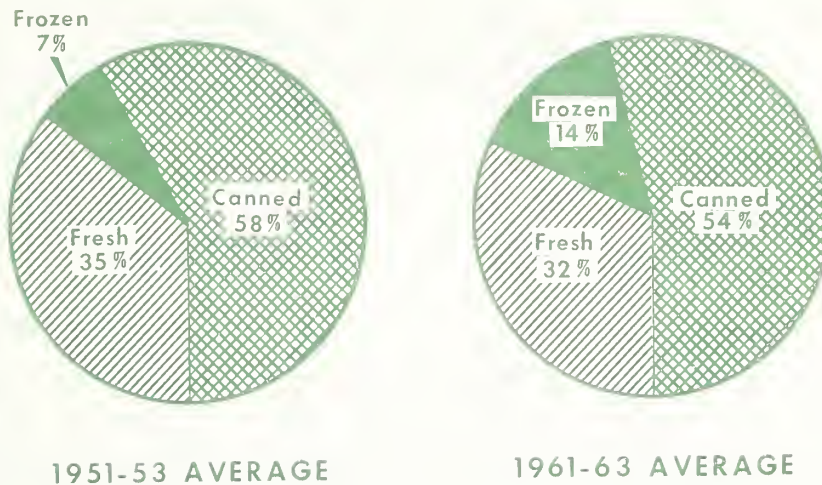
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 115 in 1955, 180 in 1958, 226 in 1963, and 69 in 1964.

Comments: Texas plantings were reduced 12 percent in 1964, more than offsetting a slight increase in Florida acreage. Following a mid-February freeze, a substantial crop loss occurred in the Everglades area of Florida. Some of this acreage was replanted and was harvested in the late spring. Near-average yields were reported in both states, but total production was 18 percent below 1963. Marketings were light during April; shipments tended to bunch in late May. Seasonally heavy supplies continued from Florida through the first week in July. Growers' prices were high during April and early May but showed a seasonal decline thereafter. Total crop value was 9 percent above average.

During the 1965 season, growers should be able to market a larger supply than that produced in 1964, provided that shipping patterns are normal. Assuming average yields, the production from an acreage equal to 1964 should balance with market potential.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a production 12 percent more than in 1964.

SWEET CORN USAGE CHANGING

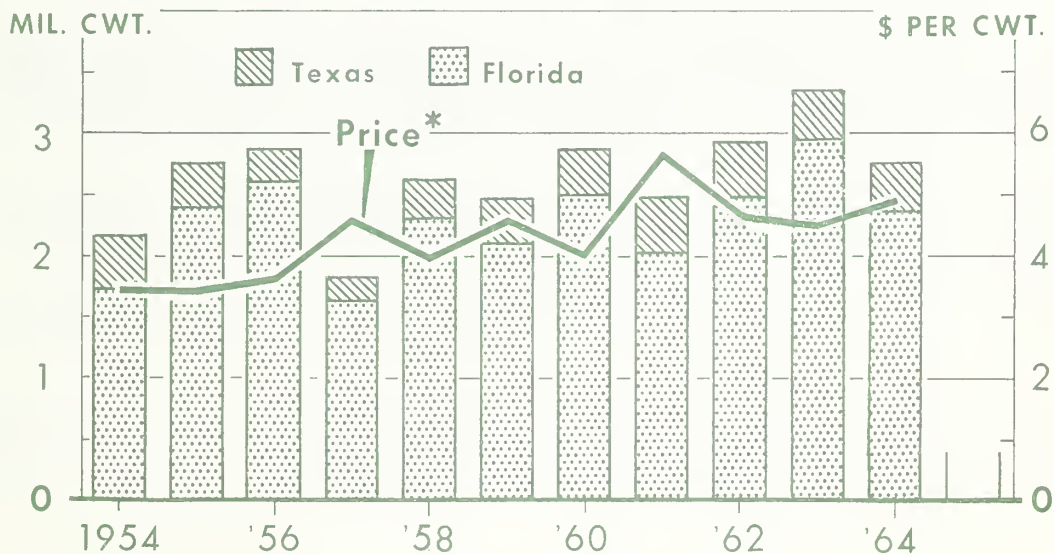


CIVILIAN PER CAPITA CONSUMPTION; FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 753-64 (10) AGRICULTURAL MARKETING SERVICE

SWEET CORN PRODUCTION AND PRICES, EARLY SPRING SEASON



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 592-64 (10) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1965 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1964)	12,200		<u>1/</u> 56	676		
<u>Background Statistics</u>						
1964 Prel.	12,200	12,200	57	695	5.48	3,808
1963	13,900	13,700	54	746	4.82	3,592
1958-62 Average	14,280	14,060	57	802	4.70	3,762
1953-57 "	14,140	13,680	58	788	4.56	3,555
<u>1/</u> 1959-64 average yield.						

Comments: Due to sharp cuts in Alabama and California plantings, total late spring acreage was record-low in 1964, and 12 percent less than in 1963. Cool temperatures in California and dry weather in Alabama and Georgia slowed crop development. But yields per acre in all areas approximated average. Total production also was record-low, 7 percent less than in 1963. The market for late spring supplies was strong in 1964. This was due partly to the adverse weather which reduced competitive offerings in early spring areas. Prices received by late spring growers averaged 14 percent above 1963.

Assuming normal weather patterns in 1965, growers in late spring areas can expect more competition from early spring offerings. Nevertheless, it is anticipated that growers should be able to market the production from an equal acreage in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1959-64 average yield, would result in a production 3 percent less than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For Harvest:</u>	Per Acre	: <u>Production:</u>	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

12,200 1/ 88 1,007

Background Statistics

1964 Prel.	12,200	11,600	105	1,220	6.55	7,990
1963	11,600	11,200	103	2/ 1,152	4.96	5,447
1958-62 Average	12,100	11,260	83	2/ 937	6.83	5,779
1953-57 "	13,340	11,060	88	2/ 951	6.11	5,503

1/ 1959-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 191 in 1954, 51 in 1955, 22 in 1957, 226 in 1958, 70 in 1959, 79 in 1960 and 53 in 1963.

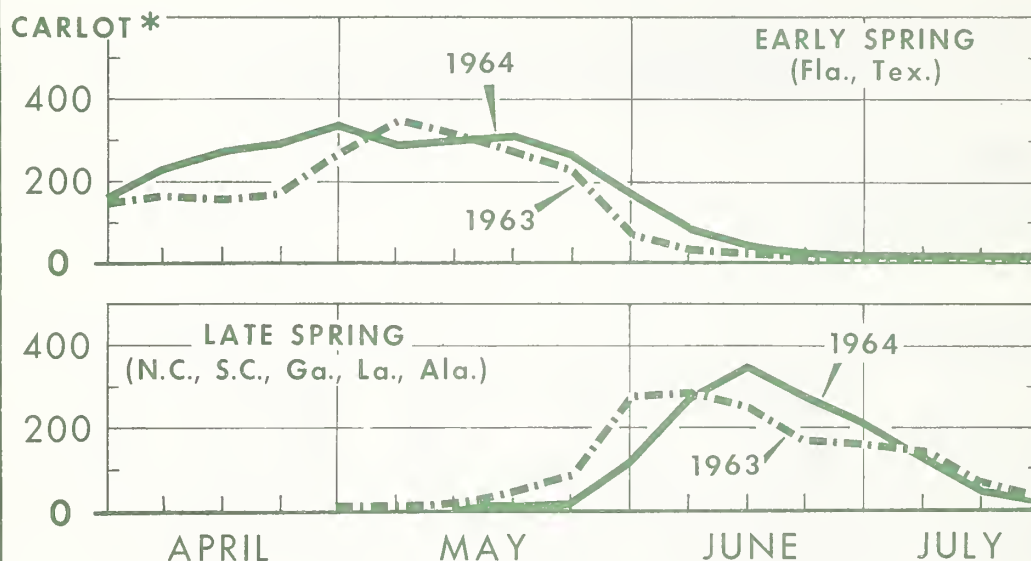
Comments: Both Florida and Texas contributed to the moderate increase in production over the relatively large 1963 crop. Plantings in Florida were up 8 percent from a year earlier. A mid-February cold wave interrupted crop development in all principal growing areas from Dade County north through central Florida. Some fields had to be replanted. But those that were newly seeded at the time made favorable progress during March and most of April. Heavy rains during the last few days of April reduced quality and resulted in some acreage abandonment. The areas in most active harvest, however, were not seriously affected. With a larger crop in Texas due to increased yields, total season production was 6 percent more than in 1963. Florida shipments followed what might be termed a "normal" pattern for the first time in several years. And although total volume was heavy, there was a minimum of bunching among areas. This was a principal factor in maintaining prices at moderate levels.

If a reasonably favorable timing of harvests develops in the 1965 season, growers should be able to successfully market the production from an acreage as large as in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1959-63 average yields by states would result in a production 17 percent less than in 1964.

SPRING CUCUMBER SUPPLIES

Unloads at 41 Cities



* RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 754-64 (10) AGRICULTURAL MARKETING SERVICE

The 1964 early spring cucumber crop was substantially larger than average; but it was marketed without serious shipment bunching and growers were able to maintain prices at moderate levels. Late spring harvesting got off to a slow start as a result of cold weather during the early part of the growing season. This delay precluded the development of any substantial overlap between early and late spring shipments. Some harvest bunching occurred in mid-June as movement peaked from North Carolina. However, all other late spring states recorded generally favorable marketing seasons.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, Georgia, Alabama,
Louisiana, and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

16,900 1/ 65 1,092

Background Statistics

1964 Prel.	16,900	16,700	62	1,035	5.51	5,703
1963	16,150	16,150	68	1,100	5.66	6,230
1958-62 Average	15,230	14,870	69	2/ 1,023	4.87	4,915
1953-57 "	13,824	13,734	64	2/ 882	4.77	4,098

1/ 1958-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1954, 51 in 1955, 11 in 1958, 6 in 1960, and 45 in 1962.

Comments: Total planted acreage in 1964 was the highest since 1949. Larger acreages were planted in North Carolina, South Carolina, and Alabama, more than offsetting small reductions in Louisiana and California. Due to cold weather, most fields made slow progress during March and early April. While this setback was partly overcome, dry weather later in the season further checked crop development. Yields in most of the Southeast were below average. Even though shipments from Florida and Texas were a little heavier than usual during early June, they did not interfere seriously with late spring marketings. Some bunching did develop as the North Carolina crop was being marketed in mid-June, adversely affecting prices in that state. However, all other Southeastern producing states reported relatively high average prices. In California, the average return was down moderately from the high level in 1964.

If there is no change in acreage in 1965, production would likely be moderately larger than in 1964. With normal harvest timing, satisfactory outlets should prevail for a crop of this size.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and 1958-62 average yields by states will result in a production 6 percent more than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Eggplant

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

1,000 1/ 139 139

Background Statistics

1964 Prel.	1,000	1,000	140	140	5.80	812
1963	1,000	1,000	135	135	5.60	756
1958-62 Average	1,240	1,180	117	2/ 134	5.88	760
1953-57 "	1,080	1,080	120	2/ 129	4.38	548

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1955, 5 in 1956 and 13 in 1958.

Comments: For the third consecutive year, plantings of spring eggplant totaled 1,000 acres in 1964. Some injury resulted from frosts in North Florida in late March and early April. A limited amount of damage also occurred in the Pompano area in April. But yields in general were good; production was moderately larger than a year earlier. Shipments from the Pompano area increased during April. Plant City harvest became active in mid-May and was followed by North Florida districts in early June. Prices for Florida eggplant were very high in mid-March, then declined gradually to low levels by late April, as spring shipments reached peak volume. Prices recovered in May and again reached high levels late in the month. For the season, returns were moderately above a year earlier but slightly below the 1958-62 average.

Market needs for spring eggplant have been relatively stable in recent years. Requirements vary little from week to week and relatively small changes in volume are likely to be reflected by sharp price variations. Total market requirements in 1965 can be satisfied with an acreage equal to 1964. If growers can time harvests to result in a reasonably steady shipping pattern, satisfactory marketing conditions should prevail.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1961-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona, and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre:	Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1964) 39,500 1/ 183 7,156

Background Statistics

1964 Prel.	41,600	41,050	158	2/ 6,481	3.01	19,465
1963	42,030	42,000	195	2/ 8,191	3.78	30,868
1958-62 Average	43,406	43,018	170	2/ 7,185	4.29	30,422
1953-57 "	46,270	46,050	129	2/ 5,959	3.96	23,355

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 83 in 1953, 31 in 1954, 14 in 1956, 60 in 1957, 73 in 1958, 67 in 1959, 18 in 1963 and 6 in 1964.

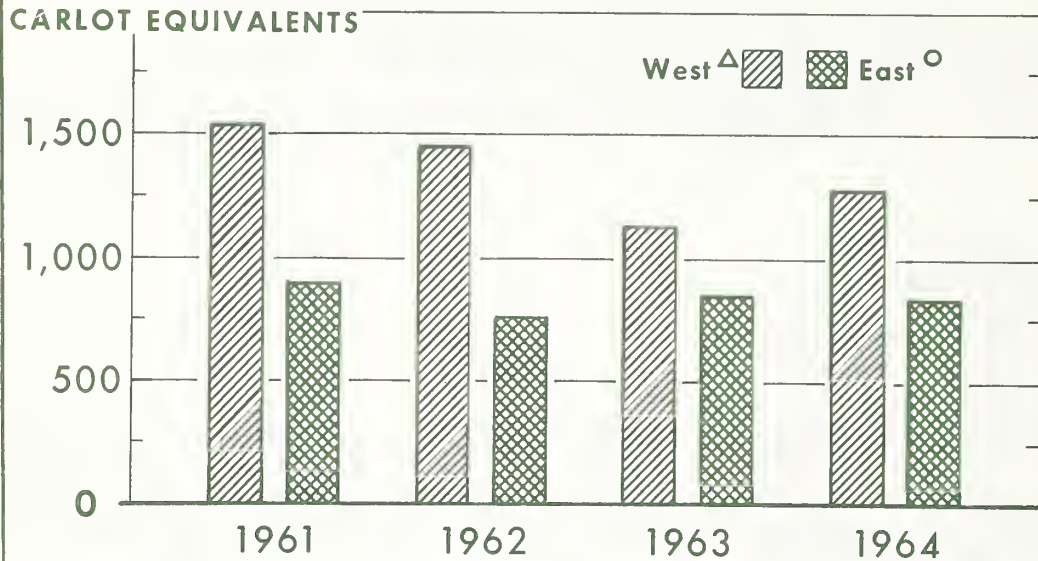
Comments: Slightly smaller plantings and low yields in 1964 resulted in the smallest crop produced since 1956. Even so, prices were low. Much of this record was the result of unusually cold weather in the West during the early part of the year. During the winter, crops were delayed and this worked to the growers' advantage. Markets readily absorbed available supplies, and high prices were recorded through mid-March. In late March, however, overlap began between late winter-crop shipments and early volume from spring districts. Prices fell sharply. Market difficulty continued through April as heavy shipments moved from central Arizona. Prices improved in early May, but returned to low levels by mid-month as cuttings became heavy in the Salinas-Watsonville area of California. The season proved to be one of the most disappointing on record. Total value of production was more than a third less than in 1963 and was the smallest recorded since 1946.

Poor harvest timing disrupted early spring lettuce markets in 1964. Usually, a larger output can be sold successfully. With average yields in 1965, however, an acreage reduction would be required to produce a crop in line with market needs.

1965 Guide: The 1965 guide is a planted acreage 5 percent smaller than in 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 10 percent larger than in 1964.

AREA COMPETITION, SPRING LETTUCE

Unloads, Eastern Markets by Source*



*TOTAL UNLOADS IN JUNE IN PHILADELPHIA, WASHINGTON, D. C., PITTSBURGH, NEW YORK, BOSTON, BALTIMORE.

ARIZONA AND CALIFORNIA.

MASS., CONN., N. J., AND PA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 756-64 (10) AGRICULTURAL MARKETING SERVICE

Arizona and California account for the bulk of lettuce supplies during the spring months. In 1964, these two states produced 86 percent of the total spring output. Several eastern states, however, have been able to limit this dominance in nearby markets. Eastern commercial producing areas furnished about 40 percent of the lettuce unloaded in the major eastern terminals during June, 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Late Spring

(Massachusetts, Connecticut, Pennsylvania,
Washington, Oregon, and New Jersey)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(see 1965 guide below)	6,100		1/ 152	911	
------------------------	-------	--	--------	-----	--

Background Statistics

1964 Prel.	6,280	6,180	136	838	4.50	3,774
1963	5,860	5,760	156	900	5.76	5,188
1958-62 Average	6,780	6,520	152	991	3.91	3,859
1953-57 "	8,012	7,620	157	2/ 1,194	4.61	5,500

1/ 1960-63 average yields by states.

2/ Includes the following quantity (in 1,000 cwt.) not marketed and excluded in computing value: 15 in 1954.

Comments: Late spring lettuce production in 1964 was moderately smaller than a year earlier, despite an acreage increase. Yields in New Jersey, which accounted for about half of the late spring crop, were low. Movement from that state began in early May, reaching moderate volume by the end of the month. Early shipments returned satisfactory prices, but returns declined to low levels as shipments peaked in mid-June, in competition with plentiful California supplies. The late spring states other than New Jersey fared better. Shipments from these smaller producing areas were spread more evenly through the season. Thus, growers in these states were able to make good use of their locational advantages. In each late spring state except New Jersey, above average prices were recorded.

During the late spring, large quantities of lettuce are available from California and Arizona, providing heavy competition to eastern and north-western growers. However, closer proximity to large population centers gives these same growers a definite market advantage. Normally, a larger late spring production can be marketed successfully. With average yields, however, New Jersey growers could supply their potential markets with a moderately smaller 1965 acreage.

1965 Guide: The 1965 guide is a planted acreage 5 percent smaller than in 1964 in New Jersey and equal to 1964 in all other states. Such an acreage, with normal abandonment and 1960-63 average yields by states, will result in a production 9 percent larger than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage 15 percent smaller than in 1964) 23,700

1/ 134 2,922

Background Statistics

1964 Prel.	27,900	24,600	155	<u>2/</u> 3,813	2.75	9,265
1963	24,000	22,600	130	2,938	4.15	12,193
1958-62 Average	28,260	25,360	104	2,534	4.11	10,279
1953-57 "	41,320	40,740	69	<u>2/</u> 2,800	3.05	7,809

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 421 in 1953, 900 in 1956 and 444 in 1964.

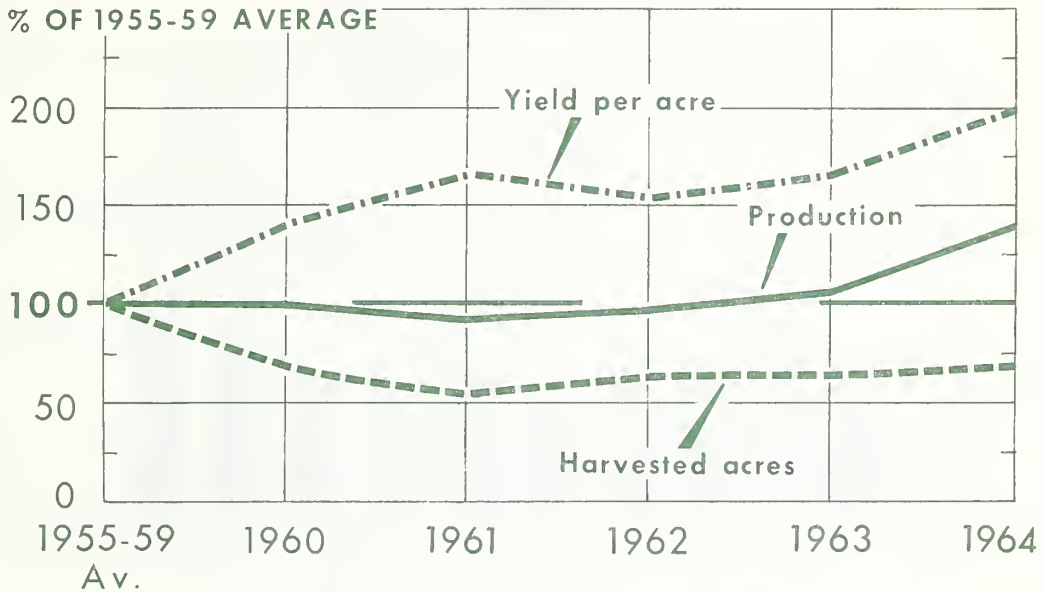
Comments: Following two consecutive seasons of satisfactory marketing experience, Texas growers substantially increased their acreages of early spring onions for 1964 harvest. This action proved disastrous as record-high yields further inflated output; production was extremely large. The 3.8 million hundredweight produced was nearly a third more than the crop grown a year earlier and was 50 percent larger than the 1958-62 average production. This quantity proved to be far in excess of market needs. Moderate prices were recorded for light shipments at the start of the season, but returns fell sharply as harvesting became active. From mid-April through mid-May, onion shipments from South Texas averaged in excess of a thousand carlots per week and this heavy volume moved at very low prices. Average returns to growers were the lowest recorded since 1954 and more than a tenth of the crop was not marketed.

South Texas accounts for the bulk of U. S. onion supplies during April and May; the quantity available there largely determines the prevailing marketing conditions during this period. Under normal conditions in 1965, a substantially smaller acreage would satisfy market requirements.

1965 Guide: The 1965 guide is a planted acreage 15 percent less than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, would result in a production 23 percent smaller than in 1964.

EARLY SPRING ONIONS

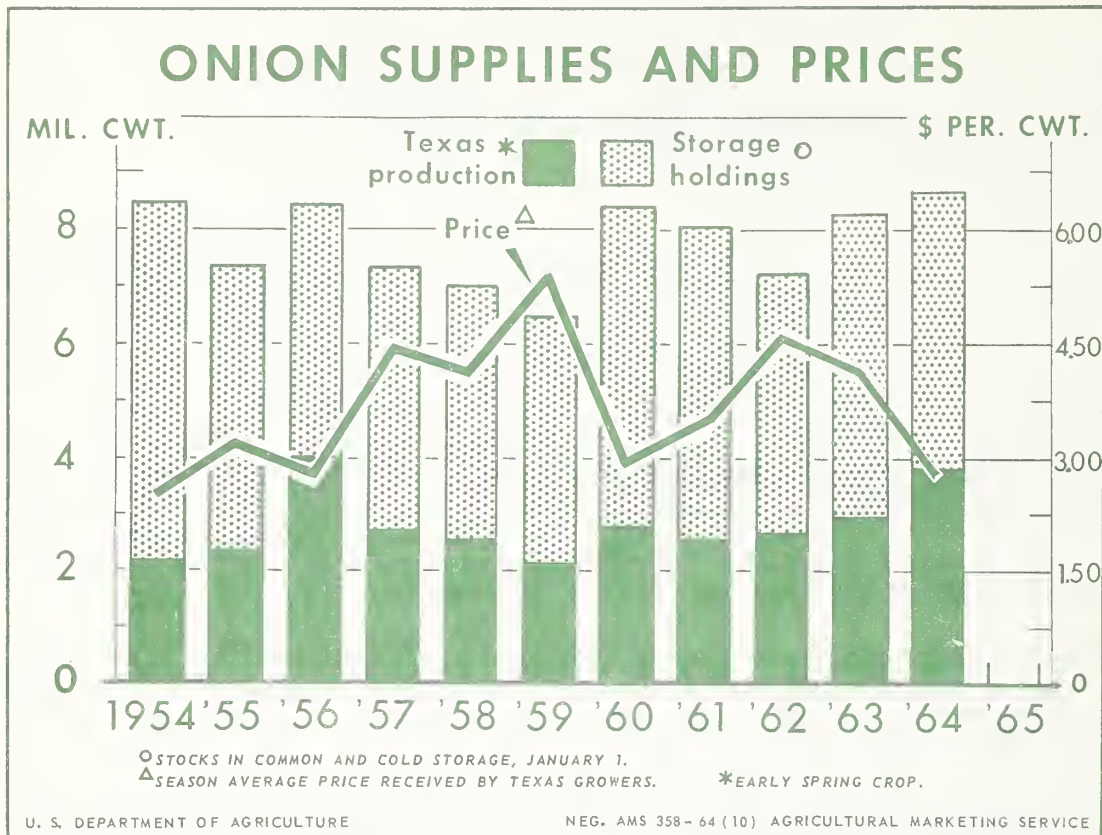
Higher Yields Offsetting Lower Acreage



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 593 64 (10) AGRICULTURAL MARKETING SERVICE

In recent years, improved varieties, better cultural practices and a shift from dryland to irrigated acreages have contributed to a remarkable increase in onion yields per acre in south Texas. In general, growers have adjusted to this change by reducing acreage from the levels of earlier years. In 1964, however, acreage was increased; the effects of this were compounded by exceptionally high yields. As a result, production was considerably above average and substantially in excess of market requirements.



Storage holdings of northern-grown onions in early 1964 were substantially smaller than a year earlier. Most of these supplies were depleted before the south Texas shipping season became active. Without serious shipment overlap, the first sales from south Texas were made at moderate prices. However, the excessiveness of early spring production soon became apparent and prices fell to low levels. Total value of the crop was nearly a fourth below that of a year earlier although production was 30 percent larger.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Late Spring

(California, Arizona, North Carolina, Georgia and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1965 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1964)	7,000		<u>1/</u> 262	1,816		
<u>Background Statistics</u>						
1964 Prel.	7,000	7,000	271	<u>2/</u> 1,898	2.64	4,487
1963	6,600	6,400	293	<u>2/</u> 1,872	4.51	8,442
1958-62 Average	10,930	10,610	210	<u>2/</u> 2,164	3.01	5,703
1953-57 "	14,000	13,300	150	<u>2/</u> 1,998	3.65	6,617

1/ 1962-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 691 in 1953, 98 in 1954, 289 in 1958, 550 in 1959, 370 in 1960, 35 in 1961, and 200 in 1964.

Comments: Late spring onion growers increased plantings moderately in 1964. Most of the increase occurred in the West. Growing conditions were favorable in the East; Georgia and North Carolina both had record-high yields. In the West, a cool spring delayed growth, and while later development was good, yields failed to match the high levels of 1963. Harvest in California's desert districts got underway in late April. Pulling in the Yuma and Salt River Valley areas of Arizona followed in early May and these districts were at peak volume by June 1. All areas suffered from heavy competition provided by an extremely large early spring crop in South Texas. Although volume from that source had declined sharply by late May, little market improvement was registered during the duration of the late spring season. Prices received by growers in all states were substantially below average.

In 1965, late spring growers can expect competition from other districts to continue to have a substantial bearing on their marketing opportunities. Potential outlets for late spring production can be satisfied from a planted acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 4 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Green Peas - Early Spring

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

2,200 1/ 43 95

Background Statistics

1964 Prel.	2,200	2,200	50	110	9.20	1,012
1963	2,200	2,200	43	95	10.80	1,026
1958-62 Average	3,620	3,460	40	134	9.04	1,207
1953-57 "	5,000	4,900	35	162	8.59	1,378

1/ 1959-63 average yield.

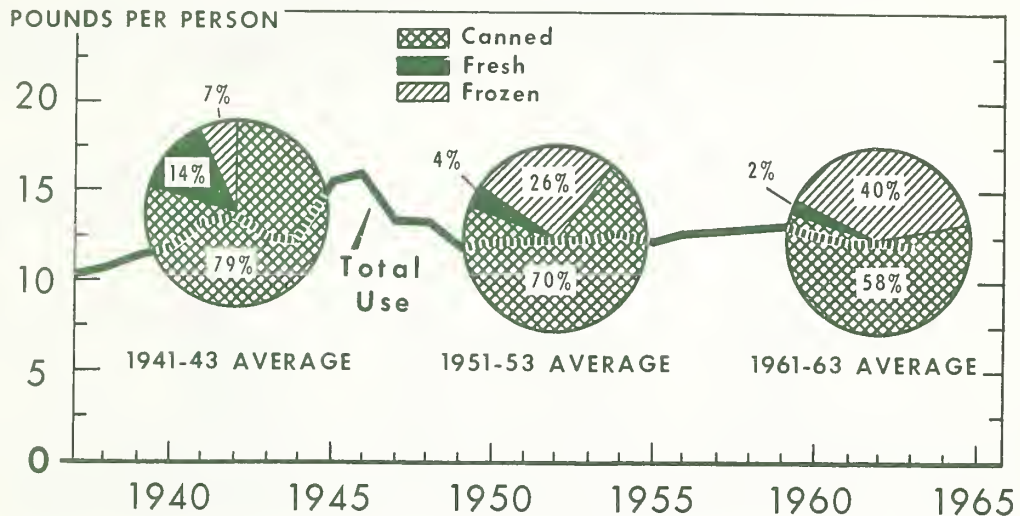
Comments: Acreage of fresh market peas was unchanged in 1964 from the record low level reached in 1963. Crops in the Arvin-Delano District developed well and average yields were high. This more than offset the lower yields in dryland farming areas and the group average was much higher than normal. Production was up 16 percent from a year earlier. Marketing of the California crop was active throughout April, May and most of June. Spring shipments from California areas were larger than in 1963 but volume from competing areas was substantially smaller. The latter factor undoubtedly had a positive influence on the market for California supplies; returns to growers for the season averaged at moderate levels. Even so, prices reached comparatively low levels as shipments peaked during the last week of April and continued low through mid-May.

The demand for fresh market green peas is limited. Total season requirements hold within a rather narrow range. An acreage equal to 1964 would, with average yields, result in sufficient production in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a production 14 percent less than in 1964.

GREEN PEAS-PER CAPITA USE TOTAL FAIRLY STABLE

Substitution Occurring Among Forms



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 768-64 (11) AGRICULTURAL MARKETING SERVICE

Green peas rank high among consumers' preferences for vegetables. Since 1950, the average U.S. consumer has eaten between 12 and 13 pounds of this commodity each year. Underlying this stability, however, has been a pronounced shift in preference among forms. As the above chart shows, canned peas continue to account for more than half of total consumption of this commodity; however, the growing popularity of the frozen product has made substantial inroads on the dominance of the canned product. And while a limited market still exists for fresh green peas, their share of the market is now of minor significance.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Green Peppers

(Florida and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage 10 percent more than in 1964) 8,200

1/ 98

755

Background Statistics

1964 Prel.	7,500	7,300	104	760	12.26	9,321
1963	8,400	7,900	103	812	8.11	6,589
1958-62 Average	9,120	7,860	78	<u>2</u> / 608	10.96	6,308
1953-57 "	8,720	8,220	66	<u>2</u> / 538	9.92	5,138

1/ 1962-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 37 in 1955, 41 in 1958, and 59 in 1960.

Comments: Acreage was reduced sharply in both Florida and Texas in 1964. Growing conditions in Texas were favorable and a high average yield more than offset the acreage reduction. A frost on March 31 affected crops in Florida. Some spot replanting was necessary but serious loss was averted and most fields made good progress in subsequent weeks. Another threat to Florida crops occurred in late April as heavy rains swept the State, but damage was again minor. Marketing from the Pompano area was active during April. Some movement continued from that area in May but there was not much overlap with shipments from the later harvesting Plant City area. Returns were high during most of the season. Value per acre was 50 percent greater than a year earlier.

A bunching of supplies from two or more major producing areas can seriously disrupt the market for this commodity. With good harvest timing, however, a larger acreage will be needed to furnish an adequate volume for the 1965 spring market.

1965 Guide: The 1965 guide is a planted acreage 10 percent more than in 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, would result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Spinach

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio, Missouri, Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

5,610

1/ 62

313

Background Statistics

1964 Prel.	5,610	4,860	61	296	6.22	1,842
1963	5,870	5,220	62	323	6.43	2,078
1958-62 Average	6,952	6,222	60	375	5.26	1,962
1953-57 "	9,426	8,796	64	2/ 560	4.81	2,671

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 10 in 1954, 9 in 1955 and 3 in 1956.

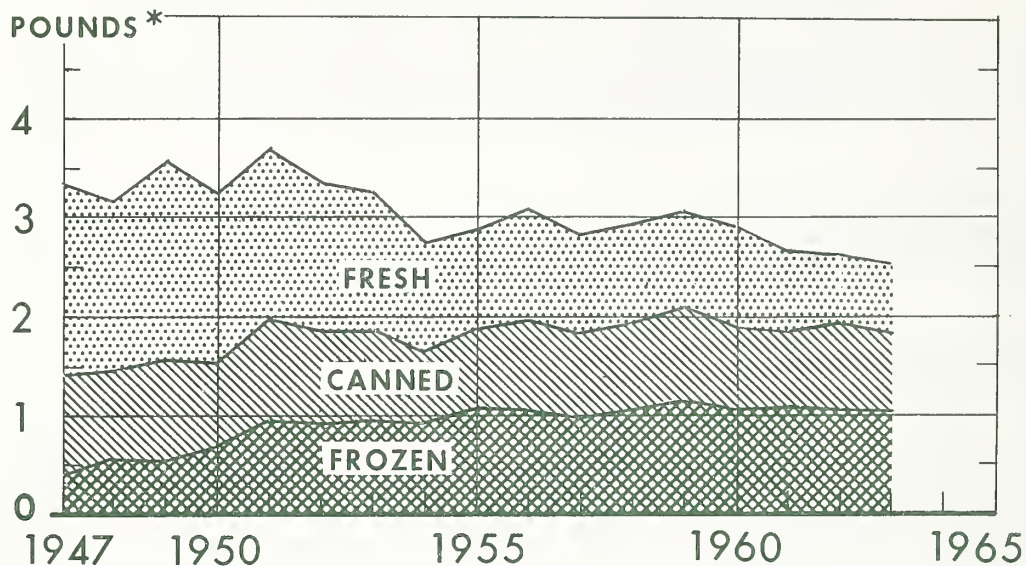
Comments: Spinach production for 1964 spring marketing was moderately smaller than in 1963 and substantially below average. Acreage reductions in several states more than offset an increase in New Jersey, and total plantings were 4 percent below 1963. Most of the wintered-over acreage survived the coldest months well. But an unusually warm period in March resulted in rapid development, and this led to heavy losses when severe freezing temperatures occurred late in the month. Abandonment was unusually heavy in New York, Pennsylvania and Massachusetts. Although dry weather affected development in parts of the East and in Pennsylvania in particular, the average yield for the group was about normal. Prices were high as movement got underway in early April. Returns decreased in late April and in early May but returned to high levels in June. For the season, prices were substantially above average although below the exceptionally high levels of the preceding year.

Production of spring season spinach has trended sharply downward since the early 1950's. However, growers should be able to successfully market a crop larger than that produced in 1964. With normal abandonment and average yields in 1965, a sufficient increase can be accomplished on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 6 percent larger than in 1964.

FRESH AND PROCESSED SPINACH

Trends in Per Capita Consumption



*FRESH EQUIVALENT BASIS

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 81-64(10) AGRICULTURAL MARKETING SERVICE

Since the late 1940's, the average consumer has replaced much of his consumption of fresh spinach with the frozen product. At the same time, he has continued to use about the same quantity of the canned product. In the last few years, fresh use has averaged at about three-quarters of a pound per person. Canned use has held at a slightly higher level while frozen consumption has been maintained at about 1.03 pounds per person.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(California, Florida and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

28,300

1/ 131

3,419

Background Statistics

1964 Prel.	28,300	25,100	126	3,167	8.52	26,988
1963	30,100	26,300	127	3,335	6.76	22,550
1958-62 Average	41,700	38,140	107	2/ 3,793	7.54	27,987
1953-57 "	61,100	54,820	72	2/ 3,922	7.89	30,463

1/ 1961-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956 and 305 in 1958.

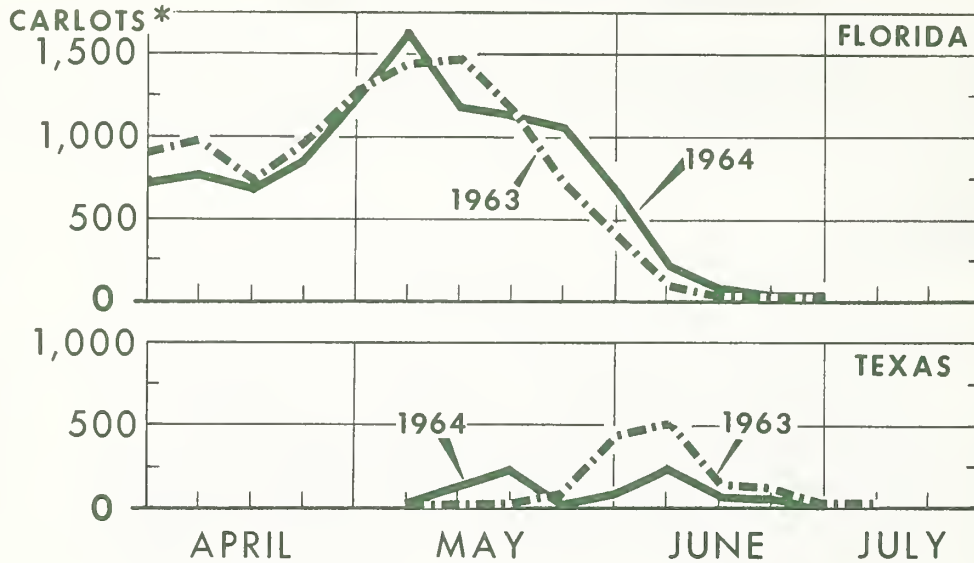
Comments: Acreage reductions occurred in Florida, Texas and California in 1964. Each state also experienced periods of unfavorable weather. But other similarities between areas were few. In Florida, low temperatures affected early plant growth, and heavy rains late in April hurried the end of vine-ripe harvest. These conditions, however, were of minor significance in the overall state situation. Average yields in Florida were the highest on record. Shipments from the state peaked in mid-May and continued heavy into early June. Prices declined during the period of heavy marketing; but for the season, returns to Florida growers were high. Heavy rains in Texas during the second half of May overshadowed all other problems encountered by that state's crop. The excessive moisture occurred as peak harvest was approaching; large quantities of mature tomatoes were lost and quality of available fruit was affected. In California, continued cool weather delayed the crop and reduced yields. Production there was a fifth below a year earlier and smallest since 1949. The limited volume moved to market at high prices.

In 1965 there should be a market for a larger crop than that grown in 1964. With normal abandonment and average yields, however, a sufficient increase can be attained on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a crop 8 percent larger than in 1964.

TOMATO SHIPMENTS BY STATES

Early Spring Season



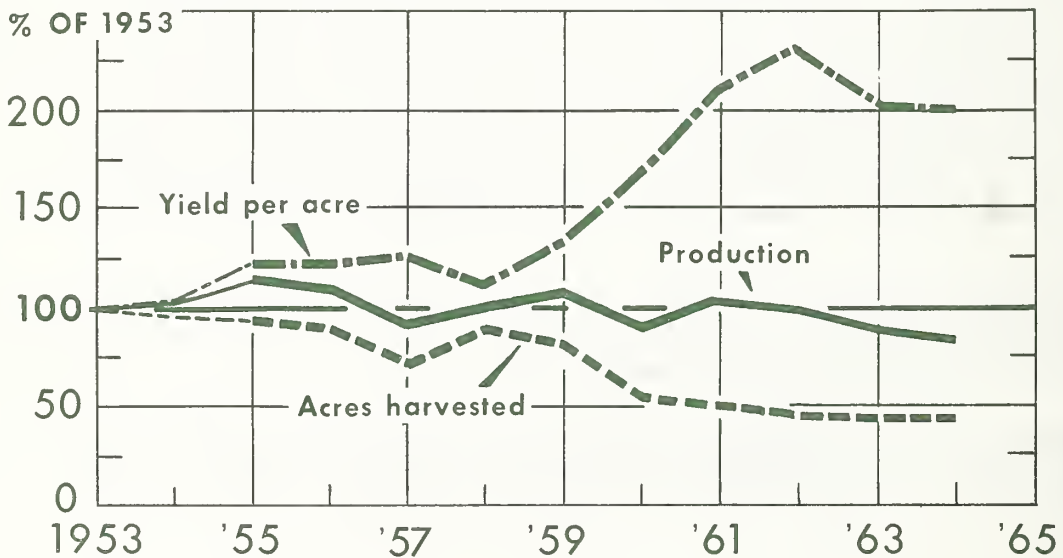
*RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 752-64 (10) AGRICULTURAL MARKETING SERVICE

EARLY SPRING TOMATO TRENDS

Acreage Decline Offset by Increasing Yields



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 361-64 (10) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

19,400

1/ 57

1,039

Background Statistics

1964 Prel.	19,400	18,500	58	1,079	8.14	8,785
1963	19,800	18,800	55	1,026	5.62	5,771
1958-62 Average	21,780	20,260	52	2/ 1,015	5.86	5,706
1953-57 "	44,360	37,340	34	1,274	6.87	8,405

1/ 1961-64 average yield.

2/ Includes the following quantity (in 1,000 cwt.) not marketed and excluded in computing value: 216 in 1958.

Comments: South Carolina growers moderately reduced plantings from their record large level of 1963. A smaller acreage was also planted in Mississippi, and these reductions more than offset an increase in Louisiana. A March freeze required replanting of part of the South Carolina crop. Dry weather affected Georgia fields; Mississippi and Texas plantings were delayed by cold temperatures. Most areas made good recovery, however, and recorded satisfactory yields. Little movement occurred from the late spring states before June 1. The important South Carolina crop, which accounted for over half of late spring production, reached peak volume during the last two weeks of June. Harvests in the other southwestern states followed a similar time pattern and high prices were recorded. Rains in late June curtailed harvest of the South Carolina crop and lowered quality. But the extent of damage did not nearly reach the proportions that had occurred in that state in the two preceding seasons; the crop there was the second largest on record. Total value of late spring production was the highest recorded since 1956.

Part of the success of the 1964 season could be attributed to a reduction in competition from south Texas, where heavy rains sharply reduced potential supplies. Under normal conditions in 1965, the crop from a late spring acreage equal to 1964 would be sufficient to supply expected market needs.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 4 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cantaloups

(Arizona, California, Florida and Texas)

Year	: Acreage	: Yield	:	:	:	:
	: Planted:	For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1965 Acreage Guide and Probable Production (see 1965 guide below)						
	37,600		1/ 113	4,137		
<u>Background Statistics</u>						
1964 Prel.	41,100	36,900	93	3,430	7.27	24,929
1963	33,500	33,200	126	4,181	6.73	28,126
1958-62 Average	32,780	32,300	115	2/ 3,706	5.84	21,380
1953-57 "	47,460	44,600	96	2/ 4,314	5.94	25,239

1/ 1961-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955, 10 in 1956 and 10 in 1962.

Comments: All states except California increased plantings substantially in 1964; total acreage was 23 percent above 1963. Low temperatures reduced yields in western areas as did heavy rains during the harvest season in Texas. Total production was 18 percent less than in 1963. Texas harvest started early in May. The bulk of the crop was shipped between mid-May and mid-June. The Arizona crop attained maturity two to three weeks later than normal; shipments, which were light until the second week of June, peaked in late June. Few supplies were available in California during May and marketings continued relatively light during June. The general delay in spring harvests resulted in below average offerings throughout the spring season. Prices received by growers were maintained at high levels, and the 1964 average price exceeded the 1959-63 average by 21 percent.

In 1965, markets can be expected to utilize a larger spring supply than was available in 1964. With average yields, however, a larger supply would result from an acreage moderately less than the 1964 total.

1965 Guide: The 1965 guide is a planted acreage 25 percent less than in 1964 in Texas and equal to 1964 in Arizona, California, and Florida. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a production 21 percent more than in 1964.

1965 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Watermelons - Late Spring

(Florida and California)

Year	: Acreage	: Yield	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
1965 Acreage Guide and Probable Production (see 1965 guide below)				
	67,400	1/ 141	9,138	
<u>Background Statistics</u>				
1964 Prel.	70,700	67,700	142	2/ 9,596 2.01 17,837
1963	77,100	74,100	154	2/ 11,420 1.43 14,284
1958-62 Average	85,300	81,900	112	2/ 9,099 1.78 14,018
1953-57 "	107,720	101,260	87	2/ 8,772 1.92 15,916

1/ 1962-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 741 in 1954, 882 in 1955, 455 in 1956, 1,756 in 1958, 1,129 in 1960, 2,152 in 1962, 1,457 in 1963 and 727 in 1964.

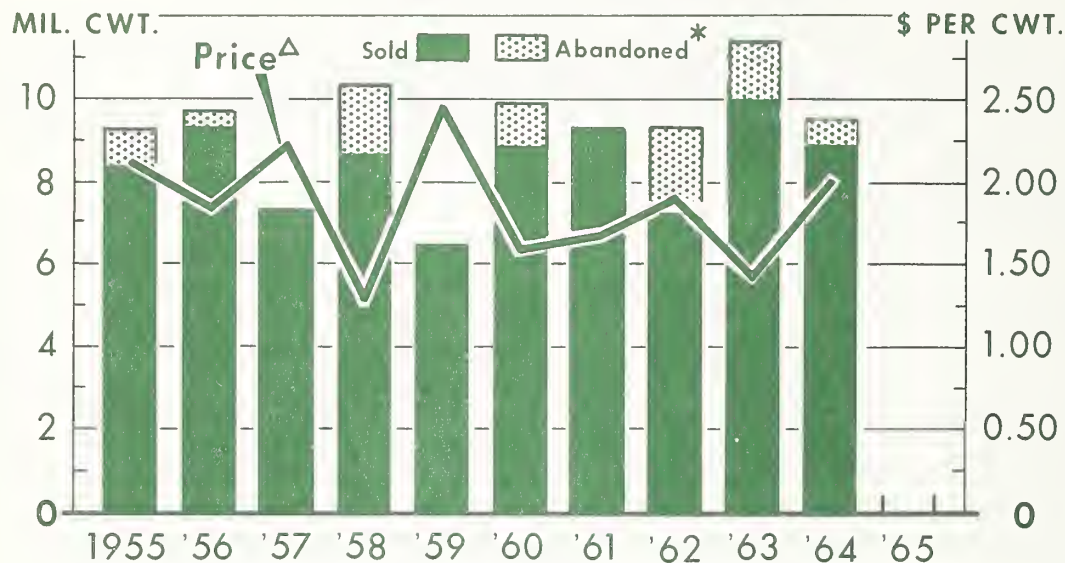
Comments: Substantial acreage reductions were recorded in California and Florida in 1964; total plantings were record-low, and 8 percent less than in 1963. Temperature extremes and heavy rainfall slowed development of early fields in Florida. But favorable weather prevailed during the spring and the crop made a strong recovery. Low temperatures also delayed the crop in California, but relatively high yields were obtained in both states. Total production was 16 percent below the record tonnage produced in 1963. Market offerings were below average during April and May but were seasonally heavy during June. Growers' prices were high from the start of harvest into early June, but trended downward thereafter as supplies from early summer areas were increasing seasonally. In spite of abandonment of some fields, per acre return to Florida growers was record-high.

Harvest timing will continue to substantially influence the market structure for spring watermelons. Even though prices averaged high in 1964, a substantial tonnage was not marketed. A moderately smaller production in 1965 should satisfy market needs.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964 in Florida and equal to 1964 in California. Such an acreage with normal abandonment and 1962-64 average yields by states, will result in a production 5 percent less than in 1964.

WATERMELON PRODUCTION AND PRICES

Late Spring Season



△ SEASON AVERAGE PRICE RECEIVED BY THE GROWERS.

* NOT MARKETING DUE TO ECONOMIC CONDITIONS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 597-64 (10) AGRICULTURAL MARKETING SERVICE

Spring watermelon production in 1964 was substantially below a year earlier. This reduction was reflected in prices which averaged higher than in any year since 1959. Although the marketing season was favorable in general, excessive supplies available in June resulted in part of the crop being left unsold. In 1965, a moderately smaller crop would be sufficient.



U. S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C. 20250

- - -

Official Business

Postage and Fees Paid
U. S. Department of Agriculture